

PURCHASE INTEREST IN CENTURY
(By Informative Question)

		Tar Level		Experience With Generics		Experience With Coupons/ 2 for 1's	
		Flavor Lows	Full Flavor	Bought Past Year	Did Not	Bought Past Year	Did Not
N =	<u>268</u>	<u>136</u>	<u>132</u>	<u>70</u>	<u>198</u>	<u>131</u>	<u>137</u>
	%	%	%	%	%	%	%
Positive Interest	48	50	46	64	43	56	42
Definitely buy	13	13	13	17	12	15	12
Probably buy	35	37	33	47	31	41	30
Might or might not	20	19	22	14	22	19	21
Negative Interest	32	31	32	22	35	25	37
Probably not buy	14	13	14	9	15	11	16
Definitely not buy	18	18	18	13	20	14	21

QUESTION: Now remember that Century contains 25 instead of 20 cigarettes in a pack. It will cost at most, 5 cents more per pack. Considering everything, that is, thinking about the ad, the pack, the name, the price and the cigarette itself, how likely would you be to buy Century cigarettes if they were available in stores where you shop? Would you. . . (READ LIST)?

TABLE 2

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